











#### Hospitality Promising Practices

March 25, 2008











### Michigan Tourism Update

- Michigan economy in recession
  - U of M forecast no recovery until early 09\*
- Michigan tourism trending upward
  - Slow growth in MI since 2003 ... But below U.S. levels
  - Gas prices have not had an extreme impact on Michigan travel patterns ...
    YET

\*Source: 2004-2007 U of M RSQF forecast









### Michigan Tourism

- Leisure & Hospitality will show the greatest rate of growth of any sector in the Michigan economy
- Second leading generator of the number of jobs after Education/Health Care

Source: 2004-2007 U of M RSQE forecast



#### Michigan Tourism









- #7 most visited state for both leisure and all travel (business and leisure)
- Visitors spent \$18.8 billion traveling Michigan (leisure travel is \$13.3 billion of that total)
- That spending funds 200,000 + jobs statewide
- And generates \$1.1 billion in state tax collections

Source: 2007 Travel Michigan













# Hospitality Training as part of the Strategic Plan









#### Strategic Plan

- 2006-MSU/Travel Michigan formed an Industry Planning Council
- Diverse group of industry members provided input
- Two year study concluded-much work is needed in several areas
- Travel Commission accepted responsibility to move plan forward









### Strategic Plan

- The "Big Eight" Issues
  - O Collaboration and Partnership
  - o Funding
  - o Hospitality Training
  - o Industry Organization and Leadership
  - o Promotion and Media
  - o Public Policy and Government Relations
  - O Research and Market Segmentation
  - o Visitor Experience









### Hospitality Training

- Travel Commission adopted SE Michigan RSA program
- Pilot-Boyne City on 4/21/08
- Evaluate outcome of pilot
- Make adjustments if necessary & roll out state-wide













"The New" michigan.org

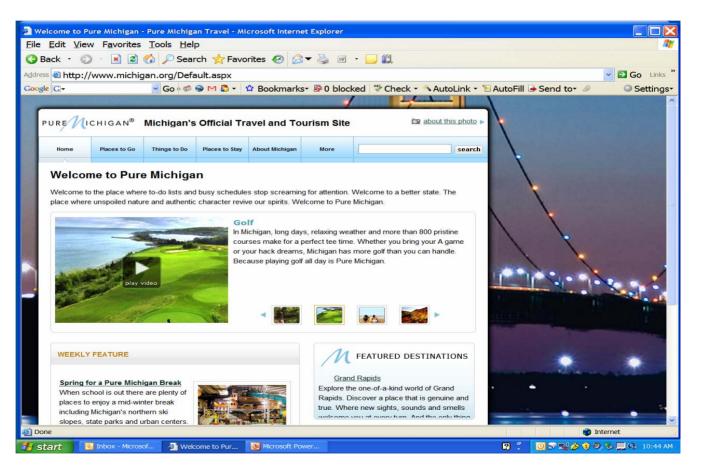












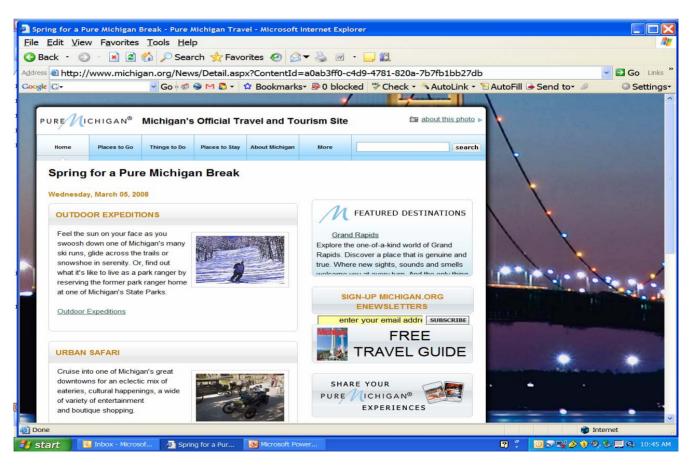












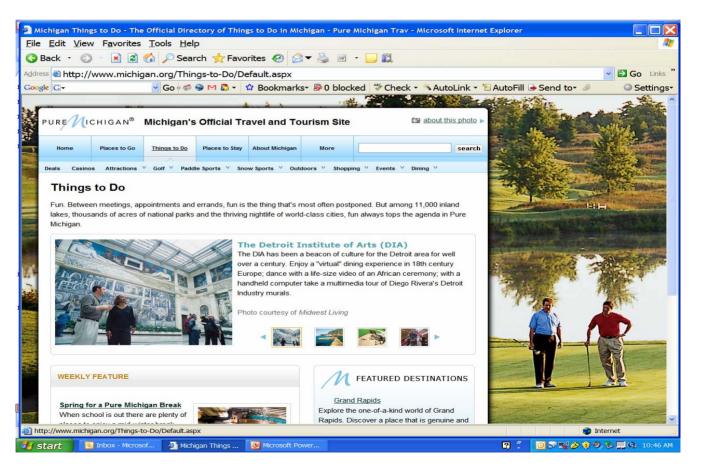










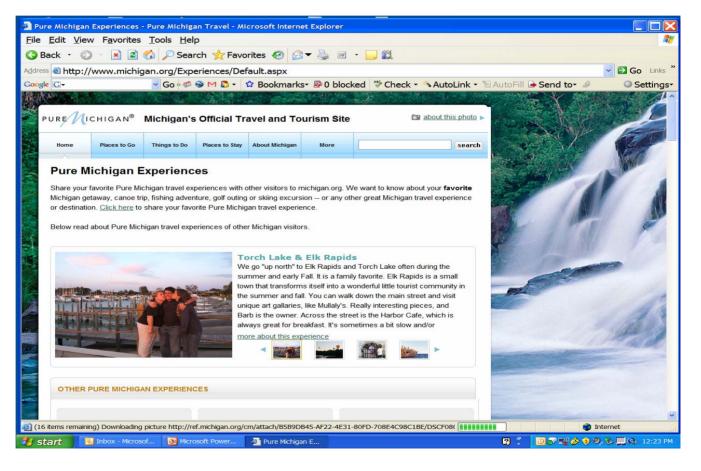












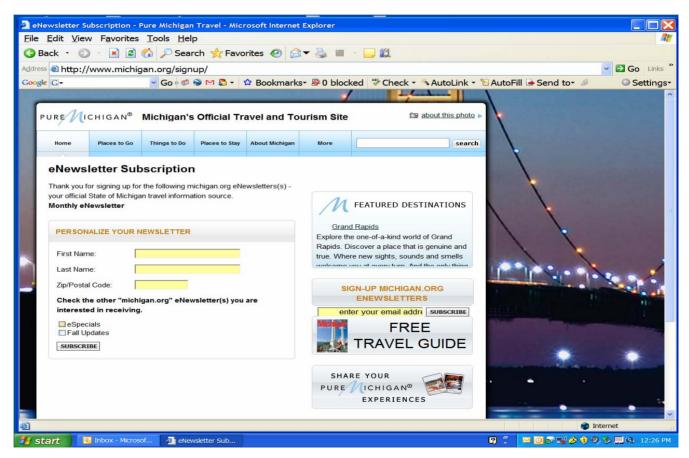














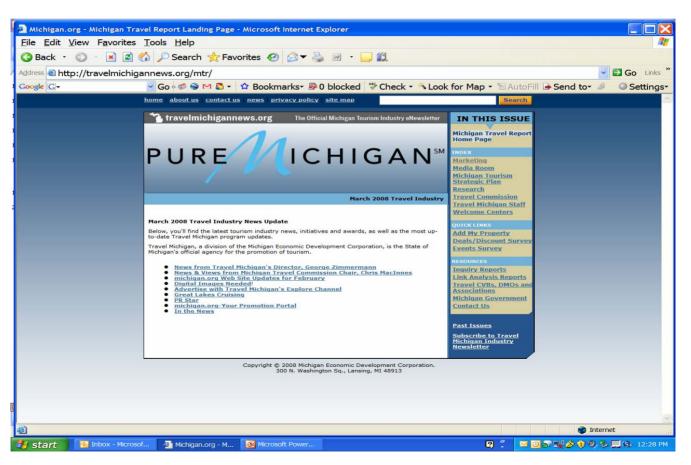
### travelmichigannews.org













#### **Driving Tourism Conference**

April 14-15, 2008

































## **Any Questions?**

